

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re: Matz	Confirmation No.: 6346
Serial No.: 10/726,727	Examiner: Jun Fei Zhong
Filed: December 2, 2003	Group Art Unit: 2623
For: SYSTEM AND METHOD FOR PROVIDING A PERSONALIZED CHANNEL	

June 2, 2009

Mail Stop RCE  
Commissioner for Patents  
Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT ACCOMPANYING REQUEST  
FOR CONTINUED EXAMINATION**

Please enter the following Amendment before examining the present application, which is accompanied by a Request for Continued Examination (RCE) of Serial No. 10/726,727 filed December 2, 2003. Applicant provides the present Amendment to address the issues raised in the Final Office Action ("Final Action") mailed March 3, 2009. Applicant provides the present Amendment pursuant to the rules stated in revised 37 C.F.R. 1.121 that became effective on July 30, 2003.

It is not believed that an extension of time and/or additional fee(s)-including fees for net addition of claims-are required, beyond those that may otherwise be provided for in documents accompanying this paper. In the event, however, that an extension of time is necessary to allow consideration of this paper, such an extension is hereby petitioned under 37 C.F.R. §1.136(a). Any additional fees believed to be due in connection with this paper may be charged to our Deposit Account No. 50-0220.

**Amendments** to the claims begin on Page 2 of this paper.

**Remarks** begin on Page 8 of this paper.